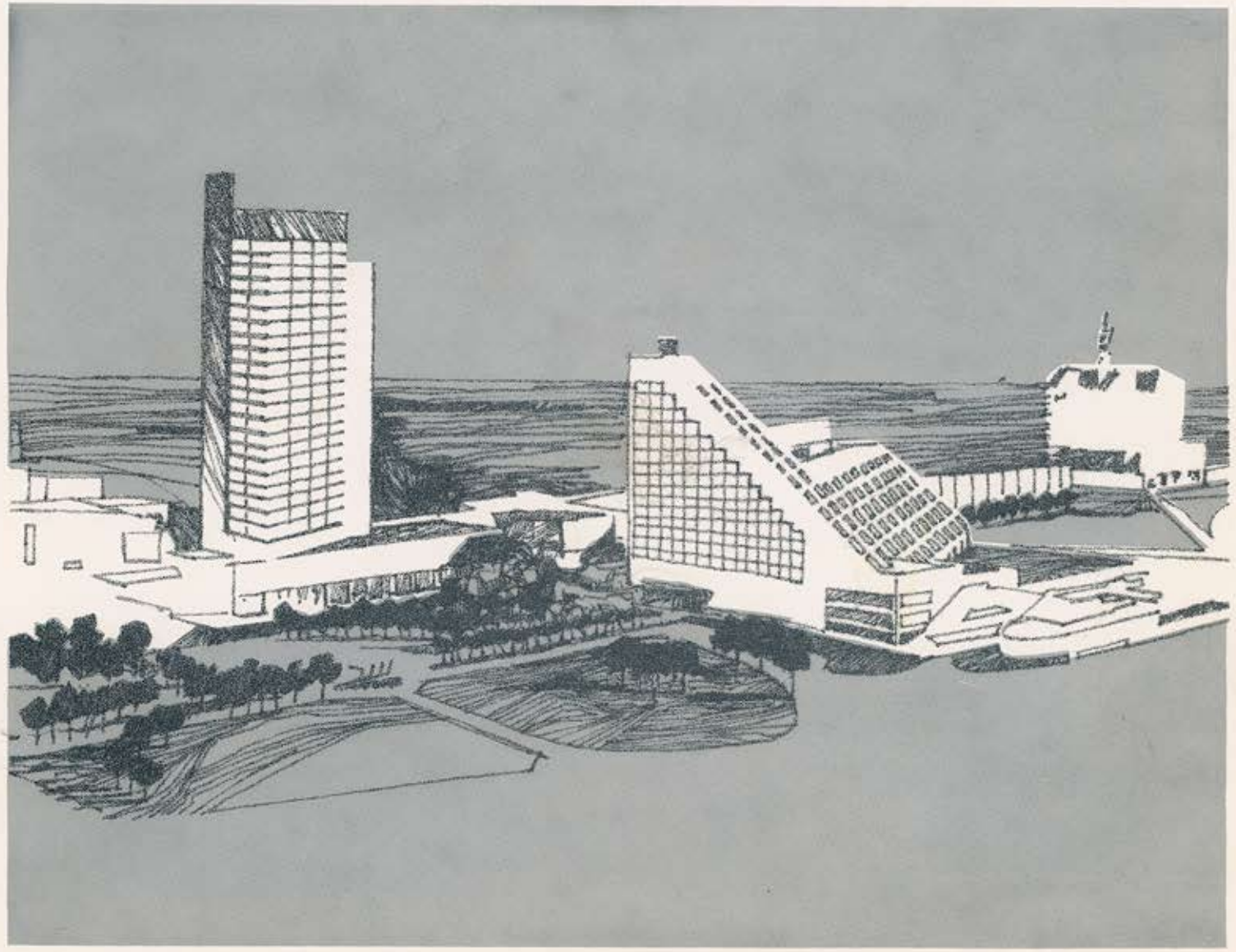
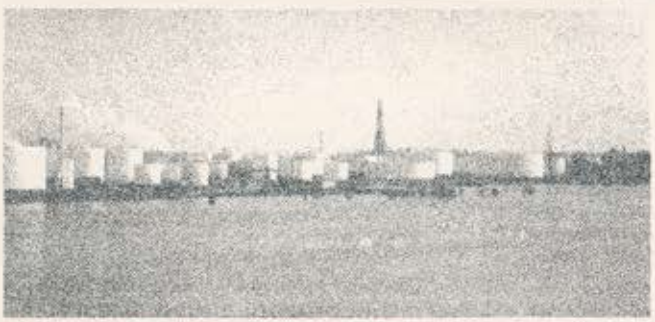
your

Bay City area

1980

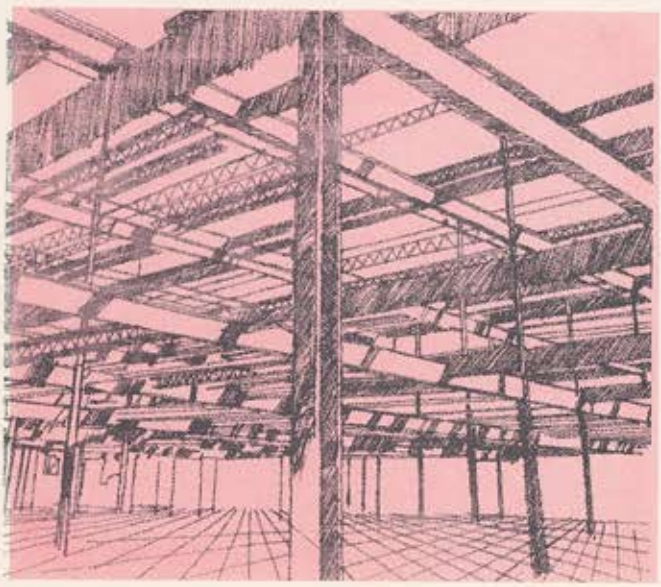


Optimism continues in Bay County.



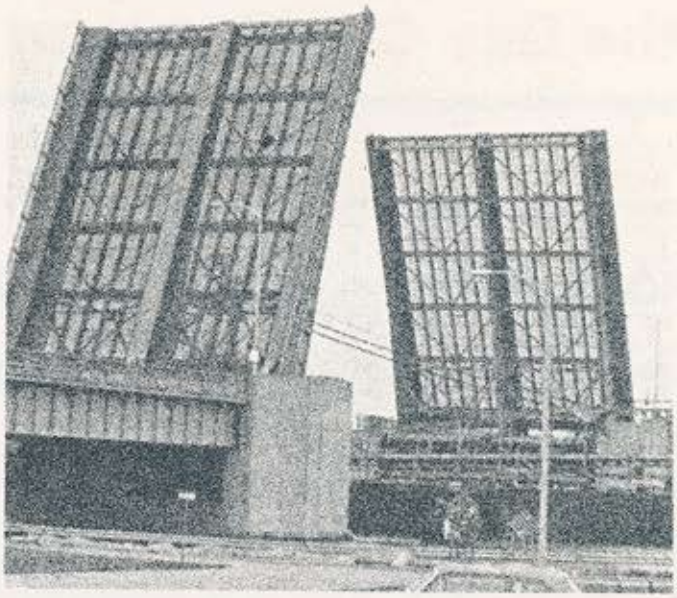
Bay City knows how to organize to insure its economic prosperity, and here are just a few examples to back up that statement:

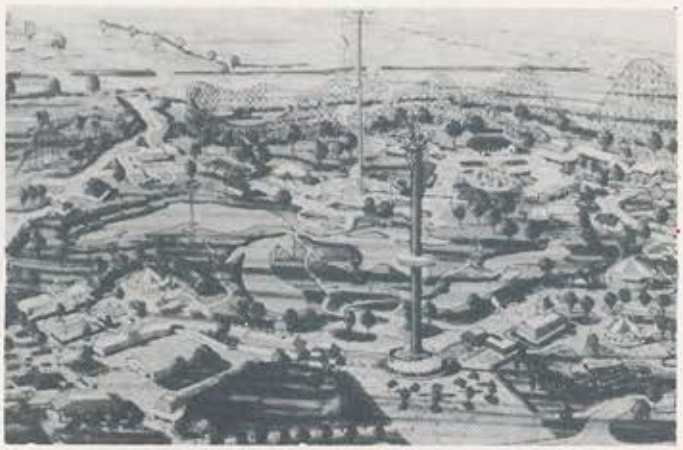
- Back in the late 1960s, while other downtown areas were shrinking and falling on hard times due to growth of suburban housing and shopping, far-sighted Bay City community leaders banded together and kept Bay City alive with its now-famous downtown murals and well-maintained streets, sidewalks and store fronts. Despite competition from suburban shopping, Bay City's downtown has held together and prospered. It's a success story which has achieved national attention and admiration.
- In the 1980s, Bay City and the surrounding county continue to look ahead. In 1975, community leaders established what has become the Bay County Economic Adjustment Plan, which is designed to add service-sector-type jobs to the area's already fine industrial/retail base. The lead agency for this effort has been christened Forward Bay County, Incorporated. We will see the fruits of this agency's efforts blooming throughout the 1980s.

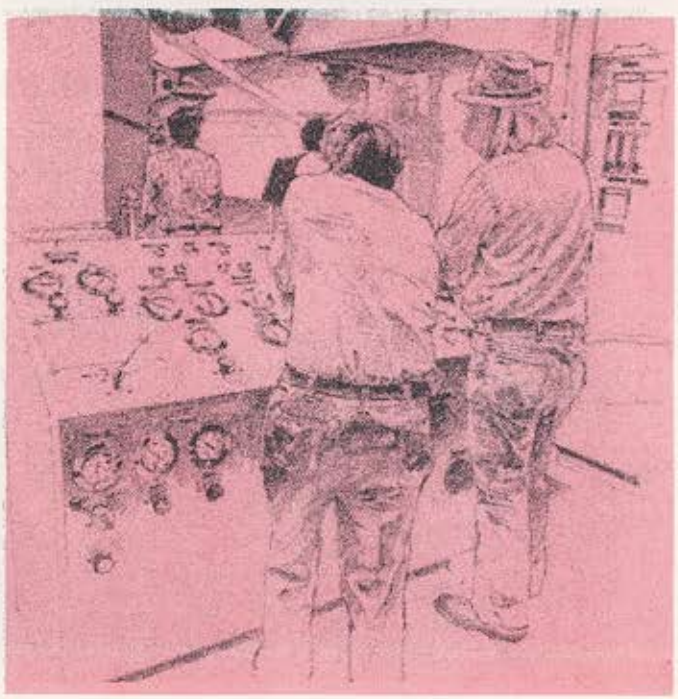


- Already on the drawing boards is a new industrial park. A local engineering firm has been placed under contract to pick the site, which should be announced some time during 1980 if all goes well. This project, which has been given the highest priority, will be certified under Michigan's Certified Parks Program, and will be offering choice industrial sites throughout the next decade.
- Another community-endorsed project is the planned Great Lakes Theme Park with front money already raised. The initial plan has already been completed by Leisure and Recreation Concepts, Incorporated, of Dallas, Texas. The Park will cover almost 550 acres and provide amusements, good food, camping facilities and an aerial tramway. It will be laid out in the shape of the Michigan peninsula. Walking trails will represent major state highways. A multi-media center will highlight Michigan history. Also included will be a hotel and exhibits of famous attractions, such as Detroit's Renaissance Center.
- A 500,000-square-foot, $50-million "Super Block" called Wenonah Park Plaza office-retail-hotel-condominium-conference complex, is being promoted by Lundgren & Associates of St. Paul, Minnesota, and is nearing ground-breaking. The plan includes two main downtown structures covering a three-block area, to feature a 23-floor tower topping off a two-level mall. This structure will contain offices and retail outlets. A second 10-story structure will house a hotel, conference facilities, and condominiums. Also envisioned are a 50-slip marina and parking for 1,400 vehicles.

What a decade the 1980s will be for Bay County residents. The planning is complete. Exciting new projects are underway. Obviously for business people, the best is yet to come.







NOW for a more involved statistical look at the Bay City/Saginaw market area . . .

	1970 (CENSUS YR)	1980 (EST)	% CHANGE 1970 TO 1980
POPULATION	279,644	279,753	0.0%
HOUSEHOLDS	82,399	93,297	+13.2%
GROSS HOUSEHOLD INCOME	$886,680,000	$2,099,040,000	+136.7%

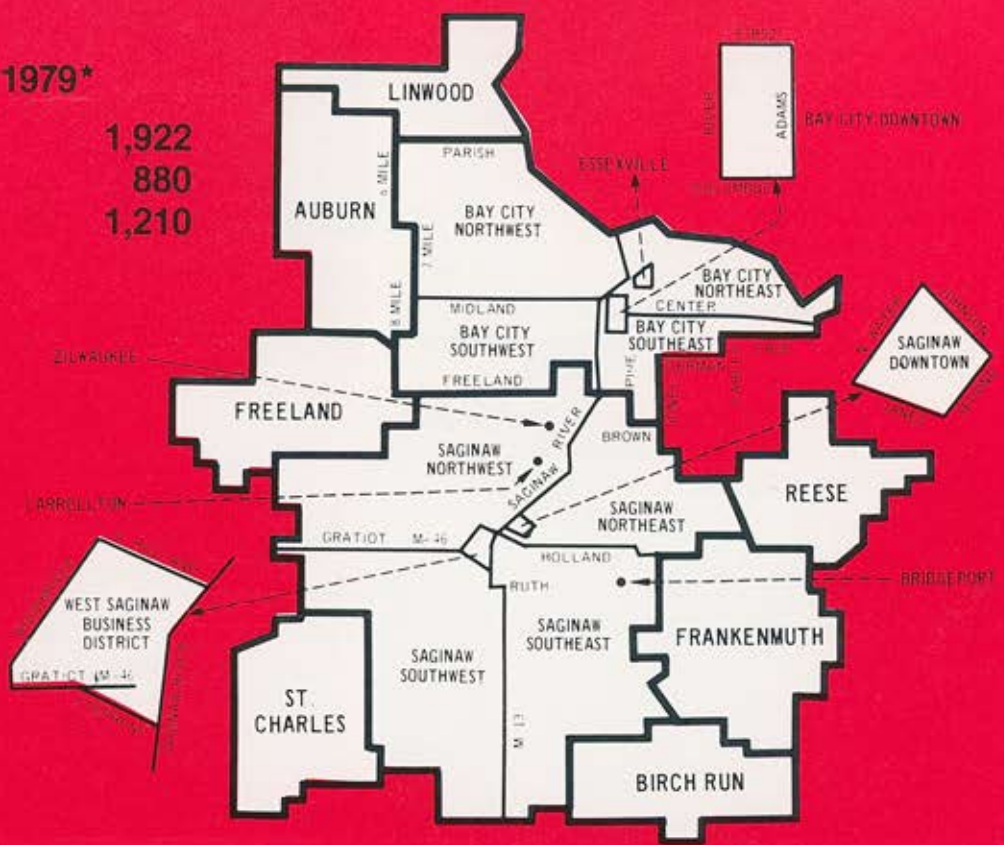
SOURCE: ESTIMATES BY URBAN DECISION SYSTEMS, INC. (1980)

BAY CITY/SAGINAW DIRECTORY AREA

During April 1980, the Bay City/Saginaw Directory Area generated 1,168,849 originating calls during an average 24-hour period (excluding Saturdays & Sundays).

BAY COUNTY 1979*

BIRTHS	1,922
DEATHS	880
MARRIAGES	1,210



*Michigan Bureau of Vital Statistics

BAY CITY/SAGINAW DIRECTORY AREA PEOPLE HAVE MONEY TO SPEND.

here's how the money is distributed:

HOUSEHOLD INCOME (000)	1970 (census)	%	1980 (est)	%
$0-5	9,538	14.0	2,556	3.6
$5-8	9,836	14.4	3,053	4.3
$8-10	10,394	15.2	2,384	3.3
$10-12	10,403	15.2	2,570	3.6
$12-15	11,708	17.1	4,526	6.3
$15-20	10,201	14.9	10,694	15.0
$20-25	3,285	4.8	14,157	19.8
$25-35	1,679	2.5	18,340	25.7
$35-50	739	1.1	8,679	12.1
$50+	499	.7	4,535	6.3
MEDIAN	$10,840		$23,518	
INCREASE				116.9%

ANALYSIS:

Over the past ten years, median income per household in the Bay City/Saginaw area has soared to the number one position in outstate Michigan. Sales Management has projected that Saginaw's median income will rise to the ninth highest position in the nation. When viewed as tangible income, we find that 63.9% of the area's households earned at least $20 thousand in 1979. When compared to the mere 9.1% of the families who reached this plateau in 1970, the income growth can only be described as phenomenal. When all income groups over $20 thousand annually are compared, the financial strength of Bay City/Saginaw points to remarkable opportunities for area businesses.

SOURCE: SALES MANAGEMENT SURVEY OF BUYING POWER JULY 1979

here's how families spend it on selected items:

APPLIANCES	**$15,970,200**
Washing Machines	3,680,300
Clothes Dryers	2,159,700
Kitchen Ranges	2,921,700
Refrigerators & Freezers	3,756,600
Dishwashers	1,769,800
Room Air Conditioners	1,682,100
AUTOMOBILES	**$108,054,000**
New	66,919,500
Used	41,134,500
FOOD AWAY FROM HOME	**$113,934,850**
FOOD AT HOME	**$223,187,880**
Cereals & Cereal Products	5,697,630
Bakery Products	21,308,040
Meats	66,161,930
Poultry	7,323,660
Fish & Seafood	6,108,440
Dairy Products	30,876,300
Fresh Fruit & Vegetables	17,038,080
Other Grocery Items	42,821,230
Non-Alcoholic Beverages	25,852,570
FUELS	**$198,698,780**
Gasoline	109,936,850
Gas & Electricity	73,045,030
Other Fuels	15,716,900
HOME ENTERTAINMENT	**$7,792,100**
Black & White Television Sets	945,300
Color Television Sets	4,163,700
Radio & Stereo Equipment	2,683,100
HOME FURNISHINGS	**$27,932,600**
Furniture	20,287,700
Carpets & Floor Coverings	7,644,900
MISCELLANEOUS	**$33,958,340**
Housekeeping Supplies	30,495,240
Other Household Durables	3,463,100
PERSONAL CARE ITEMS	**$38,515,770**
Personal Care Services	14,059,550
Personal Care Products	13,624,200
Non-Prescription Drugs	10,832,020

SOURCE: 1970 INFORMATION IS FROM CENSUS YEAR AND 1980 INFORMATION IS FROM ESTIMATED DATA FURNISHED BY URBAN DECISIONS SYSTEMS, INC.

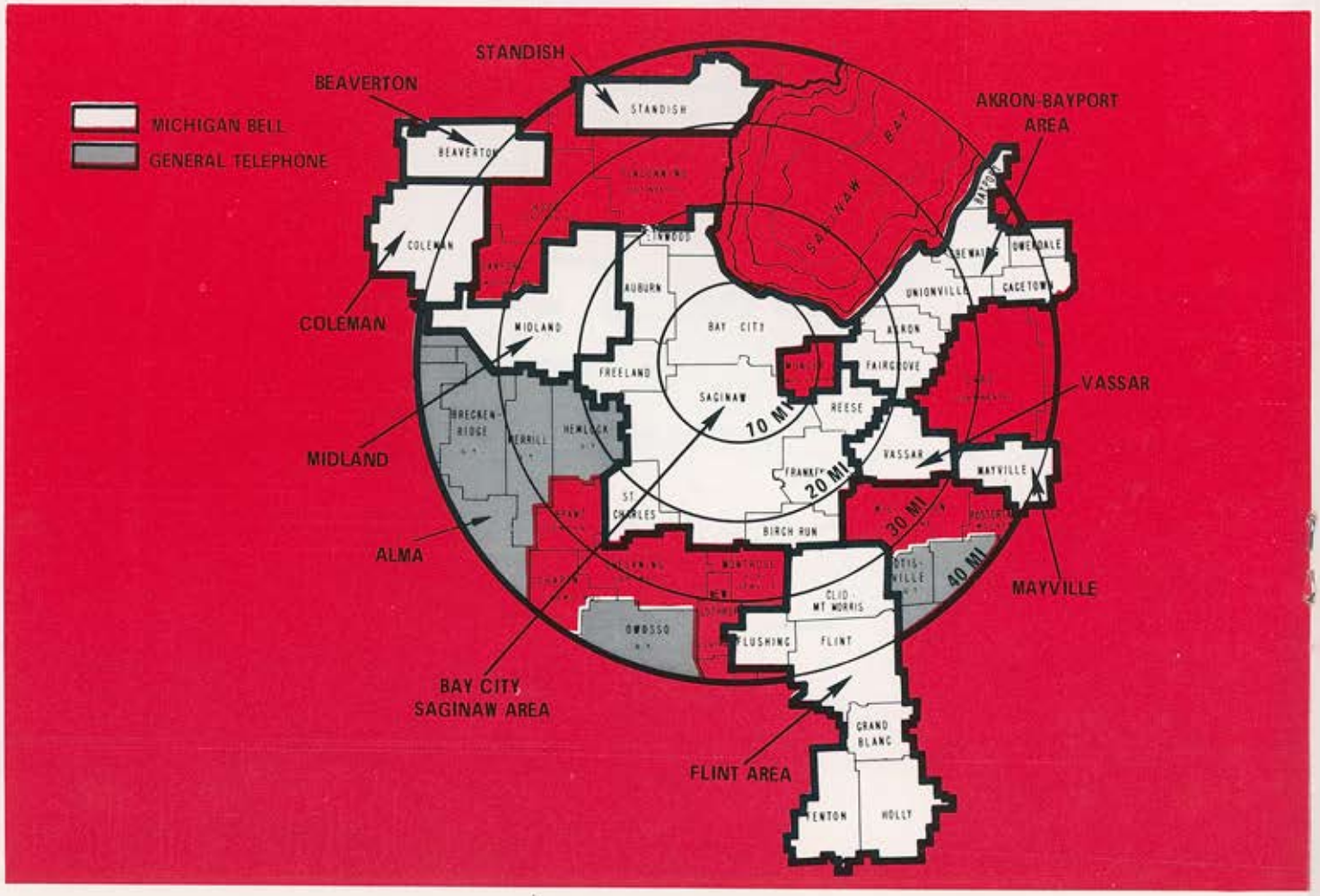
NOW FOR A LOOK AT

Look How Much Your BAY CITY/SAGINAW 40-MILE RADIUS MARKET HAS CHANGED.

The following directories fall within a 40-mile radius of the Bay City/Saginaw Area. (Note, in the following comparisons, the area's overall growth):

General Tel. & Michigan Bell Directories Within Area	Main Telephones in Service as of 4/80	as of 4/79	% Change 1979 to 1980
*ALMA	30,006	29,011	+3
AKRON	6,790	6,613	+3
CLARE	32,131	30,829	+4
FLINT	327,853	319,636	+3
MAYVILLE	2,104	2,050	+3
MIDLAND	51,448	50,023	+3
BAY CITY	232,345	226,540	+3
STANDISH	3,170	3,063	+4
VASSAR	4,566	4,413	+4
TOTAL	**690,413**	**672,178**	**+3**

*General Telephone Directories



YOUR 40-MILE AREA

THE BAY CITY/SAGINAW 40-MILE RADIUS AREA HAS PEOPLE WITH MONEY TO SPEND.

	1970 (CENSUS YR)	1980 (EST)	% CHANGE 1970 TO 1980
POPULATION	892,552	910,105	+2.0%
HOUSEHOLDS	260,870	302,653	+16.0%
GROSS HOUSEHOLD INCOME	$2,777,230,000	$6,495,740,000	+133.9%

SOURCE: ESTIMATES BY URBAN DECISION SYSTEMS INC. (1980)

Here's how the money is distributed:

Household income (1980 est.)

INCOME BRACKET ($000)	$0-5	$5-8	$8-10	$10-12	$12-15	$15-20	$20-25	$25-35	$35-50	$50+
NO. of FAMILIES	11,626	11,236	8,496	9,209	16,639	39,486	46,744	55,304	24,032	11,704
% of FAMILIES	5.0	4.8	3.6	3.9	7.1	16.8	19.9	23.6	10.2	5.0

here's how families spend it on selected items (1980 est.):

APPLIANCES $52,312,200
- Washing Machines 12,070,300
- Clothes Dryers 7,064,600
- Kitchen Ranges 9,604,300
- Refrigerators & Freezers 12,281,600
- Dishwashers 5,767,600
- Room Air Conditioners 5,523,800

AUTOMOBILES $339,223,300
- New 207,455,500
- Used 131,767,800

FOOD AWAY FROM HOME $380,010,780

FOOD AT HOME $731,551,152
- Cereals & Cereal Products 20,226,980
- Bakery Products 72,337,190
- Meats 213,154,000
- Poultry 24,974,570
- Fish & Seafood 22,043,540
- Dairy Products 102,211,250
- Fresh Fruit & Vegetables 54,345,940
- Other Grocery Items 140,483,772
- Non-Alcoholic Beverages 81,773,910

FUELS $660,091,968
- Gasoline 355,573,872
- Gas & Electricity 231,469,416
- Other Fuels 73,048,680

HOME ENTERTAINMENT $24,954,600
- Black & White Television Sets 3,059,100
- Color Television Sets 13,257,800
- Radio & Stereo Equipment 8,637,700

HOME FURNISHINGS $88,193,200
- Furniture 63,704,200
- Carpets & Floor Coverings 24,489,000

MISCELLANEOUS $109,450,820
- Housekeeping Supplies 98,089,020
- Other Household Durables 11,361,800

PERSONAL CARE ITEMS $121,352,994
- Personal Care Services 44,517,204
- Personal Care Products 43,962,318
- Non-Prescription Drugs 32,873,472

SOURCE: 1970 INFORMATION IS FROM CENSUS YEAR AND 1980 INFORMATION IS FROM ESTIMATED DATA FURNISHED BY URBAN DECISIONS SYSTEMS, INC.

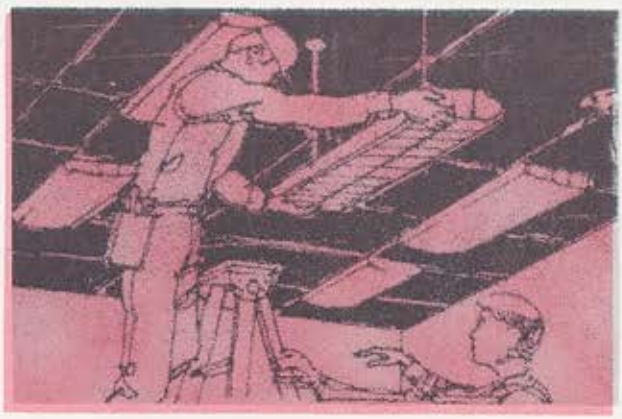
NOW for a more involved statistical look at the Bay City/Saginaw market area . . .

AGE & SEX (1980)*

	DIRECTORY AREA		40 MILE RADIUS	
MALE	135,960	48.6%	445,952	49.0%
FEMALE	143,793	51.4	464,154	51.0
0-5	33,291	11.9	111,943	12.3
6-13	50,915	18.2	169,280	18.6
14-17	24,059	8.6	77,359	8.5
18-20	13,708	4.9	44,595	4.9
21-24	16,226	5.8	54,606	6.0
25-34	33,850	12.1	114,673	12.6
35-44	30,773	11.0	102,842	11.3
45-54	30,493	10.9	95,561	10.5
55-64	23,779	8.5	70,988	7.8
65+	22,660	8.1	69,168	7.6
MEDIAN AGE	25.1		24.3	

OCCUPATIONS (1980)*

	DIRECTORY AREA		40-MILE RADIUS	
Managerial/ Professional	20,488	20.4%	63,469	19.7%
Sales	8,235	8.2	21,264	6.6
Clerical	15,969	15.9	47,038	14.6
Craft	16,872	16.8	54,126	16.8
Operative	21,392	21.3	79,577	24.7
Laborer	4,118	4.1	13,531	4.2
Farm	301	0.3	1,289	0.4
Service	13,056	13.0	41,561	12.9



HOUSEHOLDS WITH (1980)*

	DIRECTORY AREA		40-MILE RADIUS	
Television	89,565	96.0%	292,968	96.8%
Washer	74,264	79.6	240,912	79.6
Dryer	57,564	61.7	181,289	59.9
Dishwasher	14,368	15.4	44,490	14.7
Air conditioning	28,269	30.3	90,796	30.0
Freezer	27,429	29.4	106,534	35.2
1 Car	46,555	49.9	157,380	52.0
2 Cars	29,482	31.6	97,454	32.2
3 Cars or more	5,225	5.6	16,041	5.3

*The numbers used to indicate Age and Sex, Occupation, and Households With are derived by using the 1970 census year percentages with 1980 estimates of population and households furnished by Urban Decision Systems, Inc.

the Bay City/Saginaw area invests in its future.

NUMBER AND $ VALUATION OF** BUILDING PERMITS ISSUED IN 1979	HOMES	MULTIPLE DWELLINGS BLDGS./UNITS	GARAGES	INDUSTRIAL/ COMMERCIAL	REPAIRS & ALTERATIONS	MISC.	TOTAL
AUBURN	4 $ 94,923	*	2 $ 4,826	10 $ 386,906	7 $ 76,232	4 $ 18,652	**27** **$ 581,539**
BANGOR TOWNSHIP	67 $2,867,400	*	26 $ 89,600	34 $1,748,700	182 $ 701,530	69 $133,445	**378** **$ 5,540,675**
BAY CITY	20 $ 606,571	*	74 $197,099	25 $2,536,346	739 $2,721,953	15 $ 62,204	**873** **$ 6,124,173**
BAY CO. PT. OF UNINC AREA	7 $ 169,123	*	3 $ 7,300	2 $ 2,250	2 $ 14,500	2 $ 31,000	**16** **$ 224,173**
BEAVER TOWNSHIP	15 $ 532,144	*	16 $ 89,210	15 $ 67,321	7 $ 33,747	1 $ 27,000	**54** **$ 749,422**
FRASER TOWNSHIP	27 $1,005,127	*	18 $ 49,728	20 $ 95,564	20 $ 76,309	*	**85** **$ 1,226,728**
HAMPTON TOWNSHIP	32 $1,471,100	*	12 $ 37,400	28 $ 751,915	77 $ 205,303	20 $ 81,080	**169** **$ 2,546,798**
PINCONNING	2 $ 69,500	*	5 $ 13,900	4 $ 142,287	7 $ 127,000	*	**18** **$ 352,687**
PICONNING TOWNSHIP	20 $ 685,730	*	8 $ 44,886	19 $ 141,715	6 $ 56,863	*	**53** **$ 929,194**
PORTSMOUTH TOWNSHIP	16 $ 677,000	*	*	10 $ 267,300	35 $ 100,260	*	**61** **$ 1,044,560**
TOTALS	**210** **$8,178,618**	*	**164** **$533,949**	**167** **$6,140,304**	**1,082** **$4,113,697**	**111** **$353,381**	**1,734** **$19,319,949**

*Figures Unavailable

**SOURCE: U.S. Department of Commerce—Bureau of Census, January Through November, 1979

your market has a lot of movement.

236,000 vehicles enter and leave the **Bay City/Saginaw** area each day. This count was made on I-75, US-10, US-23, M-13, M-15, M-46, M-47, M-81, and M-138.

Vehicle Registrations

	Bay County 1979 Vehicle Registrations	Saginaw County 1979 Vehicle Registrations
Passenger	**65,233**	**125,674**
Commercial	**16,573**	**27,722**
Trailers	**14,733**	**23,527**
Motorcycles	**3,292**	**5,831**
TOTAL	**99,831**	**182,754**

SOURCE: Michigan Department of Transportation, Planning Bureau of Transportation
Michigan Department of State, Finance Division

notes:

OUR THANKS TO THE FOLLOWING ORGANIZATIONS WHICH HELPED US IN THE PREPARATION OF THIS REPORT:

The Bay Area Chamber of Commerce

The Saginaw Chamber of Commerce

General Motors Public Relations

Michigan Department of Highways and Transportation
— Michigan Department of Motor Vehicles

CHANGE AND GROWTH ARE PART OF YOUR **BAY CITY/SAGINAW** DIRECTORY AREA

FROM **1-1-79** TO **12-31-79,** THE FOLLOWING ACTIVITY TOOK PLACE IN THE **BAY CITY/SAGINAW** DIRECTORY AREA . . .

NEW RESIDENCE TELEPHONE CONNECTIONS	**24,945**	OR	**46%** OF RESIDENCE TELEPHONES CHANGED
RESIDENCE TELEPHONE DISCONNECTIONS	**23,152**		
TOTAL CHANGES	**48,097**		
NEW BUSINESS TELEPHONE CONNECTIONS	**3,469**	OR	**37%** OF BUSINESS TELEPHONES CHANGED
BUSINESS TELEPHONE DISCONNECTIONS	**3,015**		
TOTAL CHANGES	**6,484**		

HOW DIRECTORIES ARE DISTRIBUTED

During 1980, more than **240,964 directories** were printed. These directories were distributed to more than **750,000 people** with a median of over **$24,000 income** per household in the Bay City/Saginaw Area. In addition, over **11,500** Directories were distributed outside of the Bay City/Saginaw Area.

Over 9 out of 10 adults in Michigan use The Yellow Pages.

The first step . . .

Let your fingers do the walking in the…

Bell System Yellow Pages